

## Message Text

LIMITED OFFICIAL USE

PAGE 01 OTTAWA 00611 140131Z

22

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 FEA-01 AGR-05 CEA-01 CIAE-00

COME-00 DODE-00 FRB-03 H-02 INR-07 INT-05 L-03 LAB-04

NSAE-00 NSC-05 PA-01 AID-05 CIEP-01 SS-15 STR-04

ITC-01 TRSE-00 USIA-06 PRS-01 SP-02 OMB-01 FCC-01

OTPE-00 /094 W

----- 086078

R 132335Z FEB 76

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 8822

LIMITED OFFICIAL USE OTTAWA 0611

E.O. 11652: N/A

TAGS: ETEL, ETRD, GATT, CA

SUBJ: CANADIAN CONTENT IN TELEVISION COMMERCIALS

REF: OTTAWA 0113

1. DEPARTMENT WILL RECALL THAT SHORTLIFFE (DIRECTOR, USA DIVISION EXTAFF) ASSURED TCO JANUARY 9 THAT RESPONSE TO OUR DECEMBER AIDE MEMOIRE WOULD BE READY ABOUT JANUARY 16. IT HAS NOT YET BEEN RECEIVED, AND SHORTLIFFE HAS BEEN RATHER DIFFICULT TO REACH.

2. ON FEBRUARY 13 TCO RAISED QUESTION WITH LABERGE (DIRECTOR OF TRANSPORTATION, COMMUNICATIONS AND ENERGY DIVISION, EXTAFF) AND WAS TOLD THAT REPLY MIGHT BE AVAILABLE WITHIN THE NEXT TWO WKES. LABERGE STATED THAT ISSUE WITHING GOC HAS BECOME SOMWHAT INTERTWINED WITH DELETION QUESTION IN THE SENSE THAT THE SAME BUREAUCRATIC ACTORS ARE INVOLVED IN BOTH, AND CRTC SEES ITS EFFORTS TO STIMULATE CANADIAN PRODUCTION OF COMMERCIALS AS AN INTIMATE PART OF ITS GENERAL BROADCASTING POLICIES. TCO  
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 OTTAWA 00611 140131Z

REMINED LABERGE THAT WE DID NOT

RAISE THIS QUESTION AS ONE OF BROADCASTING  
POLICY BUT AS ONE OF TRADE IN GOODS COVERED BY GATT.  
LABERGE AGREED THAT THIS WAS THE THRUST OF OUR AIDE MEMOIRE  
AND IMPLIED THAT ITWOULD BE MET IN GOC REPLY.  
ENDERS

LIMITED OFFICIAL USE

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** ADVERTISING, TELEVISION BROADCASTING  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 13 FEB 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** GolinoFR  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976OTTAWA00611  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760057-0345  
**From:** OTTAWA  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1976/newtext/t19760251/aaaabrzw.tel  
**Line Count:** 66  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EB  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** 76 OTTAWA 113  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** GolinoFR  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 13 APR 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <13 APR 2004 by BoyleJA>; APPROVED <14 APR 2004 by GolinoFR>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** CANADIAN CONTENT IN TELEVISION COMMERCIALS  
**TAGS:** ETEL, ETRD, CA, GATT  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006